Response Under 37 C.F.R. §41.67
Appellant's Brief
Application No. 09/869,513
In Support of the Notice of Appeal filed September 12, 2008
Paper Dated: December 12, 2008
Attorney Docket No. 1762-010921

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.	:	09/869,513
Confirmation No.	:	4133
Applicant	:	**Paul D. FRANKE**
Filed	:	June 27, 2001
Title	:	**METHOD AND SYSTEM FOR CONDUCTING**
	:	**A PLURALITY OF CYBER-BASED CONVENTIONS**
Group Art Unit	:	2154
Examiner	:	Mohammad A. Siddiqi
Customer No.	:	28289

MAIL STOP APPEAL BRIEF – PATENTS
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

APPELLANT'S BRIEF UNDER 37 C.F.R. § 41.37

Sir:

The present Appeal Brief is submitted in support of the Notice of Appeal filed September 12, 2008, along with a one-month Petition for Extension of Time. The headings used hereinafter and that which is set forth under each heading are in accordance with 37 C.F.R. § 41.37(c)(1). The Notice of Appeal appeals the rejection of claims 1-43 as being anticipated by Salesky et al., United States Patent No. 6,343,313.

I hereby certify that this correspondence is being electronically submitted to the United States Patent and Trademark Office on December 12, 2008.

12/12/2008	
Date	Signature
	Lisa A. Miller

Typed Name of Person Signing Certificate

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I. REAL PARTY IN INTEREST

The real party in interest for the application in this Appeal is the Applicant, Mr. Paul D. Franke (hereinafter, "Appellant").

II. RELATED APPEALS AND INTERFERENCES

There are no appeals or interferences known to the Appellant or the Appellant's legal representative, which will directly affect, or be directly affected by or having a bearing on, a decision in the present Appeal.

III. STATUS OF CLAIMS

Claims 1-43, having all been rejected twice, are pending in the present application. Only claims 1, 39, and 40 are the subject of this Appeal. Claims 1, 39, and 40 stand rejected under 35 U.S.C. §102(e) for anticipation over United States Patent No. 6,343,313 to Salesky et al. (hereinafter "the Salesky patent").

IV. STATUS OF AMENDMENTS

No amendments are being made or have been made to the claims after the Office Action dated June 13, 2008. Section VIII, below references the attached Claims Appendix which lists the currently pending claims.

V. SUMMARY OF CLAIMED SUBJECT MATTER

Generally, the present invention is directed to a method and system for conducting Internet-based conventions, events, conferences, trade shows, and meetings ("conventions"), whereby meeting planner clients, exhibitor/sponsor clients, and attendee clients may use web browser capable computers to access a central website server on the Internet. The conventions may be conducted online by facilitating an exchange between the various parties. For purposes of this Appeal, the Appellant's representative invention is set forth as a method and as a system as shown in independent claims 1, 39, and 40. Support for

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the claim limitations are set forth below with reference to the published version of the filed application, namely International Publication No. WO 00/39694.

Independent Claim 1

Independent claim 1 recites a method for conducting, augmenting, or any combination thereof at least one convention on the Internet, by facilitating the exchange between at least one meeting planner client and at least one attendee client. (*See, e.g.,* page 4, lines 22-29 and page 17, line 8). The method includes the steps of:

a. receiving, from the at least one meeting planner client with a web browser computer (*See, e.g.,* page 4, lines 20-21 and 29-31; and Abstract), and electronically storing in convention venue databases (*See, e.g.,* page 15, line 12 to page 17, line 36) at a central website server for providing central website server system processing (*See, e.g.,* page 8, line 26; page 15, line 5), at least one convention activity policy (*See, e.g.,* page 41, lines 26-28) and convention content information for the at least one convention (*See, e.g.,* page 12, line 25 to page 14, line 3);

b. receiving, from the at least one attendee client with a web browser computer (*See, e.g.,* page 4, lines 20-21 and Abstract) at the central website server, a selection for convention content information of the at least one convention (*See, e.g.,* page 4, lines 24-29);

c. processing the selection at the central website server by virtual convention website program instructions (*See, e.g.,* page 8, lines 31-34; page 15, lines 6-26; FIGS. 2, 4) using the at least one convention activity policy to determine participation in convention activity and use of the convention content information (*See, e.g.,* page 15, lines 26-32) in a virtual convention venue, a physical convention venue or any combination thereof (*See, e.g.,* page 15, lines 20-21; page 16, lines 32-34; page 17, lines 11-13; page 4, line 34 to page 5, line 1; and page 34, lines 26-29);

d. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate the navigational flow and use of the convention content information among an array of convention activity (*See, e.g.,* page 15, lines 20-26; page 29, lines 25-26; page 42, lines 9-29; page 15, lines 11-16; page 16, lines 25-29; page 17 lines 4-8; Abstract); and

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e. releasing from the central website server to the at least one attendee client the selected convention content information (*See, e.g.*, page 4, lines 27-29).

Independent Claim 39

Independent claim 39 recites a method for conducting, augmenting, or any combination thereof at least one convention on the Internet, by facilitating the exchange between at least one meeting planner client and at least one attendee client. (*See, e.g.*, page 4, lines 22-29 and page 17, line 8). The method includes the steps of:

a. receiving, from the at least one meeting planner client with a web browser computer (*See, e.g.*, page 4, lines 20-21 and 29-31; and Abstract), and electronically storing in convention venue databases (*See, e.g.*, page 15, line 12 to page 17, line 36) at a central website server for providing central website server system processing (*See, e.g.*, page 8, line 26; and page 15, line 5), at least one convention activity policy (*See, e.g.*, page 41, lines 26-28) and convention content information for the at least one convention (*See, e.g.*, page 12, line 25 to page 14, line 3);

b. receiving, from the at least one attendee client with a web browser computer (*See, e.g.*, page 4, lines 20-21; and Abstract) at the central website server, a selection for convention content information of the at least one convention (*See, e.g.*, page 4, lines 24-29);

c. receiving at the central website server from the attendee client information necessary to register for the convention (*See, e.g.*, page 37, lines 1-18; page 44, lines 4-14);

d. processing the selection at the central website server by virtual convention website program instructions (*See, e.g.*, page 8, lines 31-34; page 15, lines 6-26; and FIGS. 2, 4) using the at least one convention activity policy to determine participation in convention activity and use of the convention content information (*See, e.g.*, page 15, lines 26-32) in a virtual convention venue, a physical convention venue, or any combination thereof (*See, e.g.*, page 15, lines 20-21; page 16, lines 32-34; page 17, lines 11-13; page 4, line 34 to page 5, line 1; and page 34, lines 26-29);

e. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate the navigational flow and use of the convention content information among an array of

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convention activity (*See, e.g.*, page 15, lines 20-26; page 29, lines 25-26; page 42, lines 9-29; page 15, lines 11-16; page 16, lines 25-29; page 17 lines 4-8; and Abstract); and

      f. releasing from the central website server to the at least one attendee client the selected convention content information (*See, e.g.*, page 4, lines 27-29).

Independent Claim 40

      Pursuant to 37 C.F.R. § 41.37(c)(1)(v), Applicant hereby identifies the structure for implementing the means plus function language, generally, as the central website server and the components thereof, as shown in FIGS. 1-2 of the application, which are specifically referenced below as they relate to each means plus function limitation.

      Independent claim 40 recites a system for conducting, augmenting, or any combination thereof at least one convention on the Internet, by facilitating the exchange between at least one meeting planner client and at least one attendee client. (*See, e.g.*, page 4, lines 22-29 and page 17, line 8). The system includes:

      a. means for receiving, from the at least one meeting planner client with a web browser computer (*See, e.g.*, page 4, lines 20-21 and 29-31; Abstract; page 8, line 26 to page 9, line 15; and FIGS. 1-2, #200, #250), and means for electronically storing in convention venue databases (*See, e.g.*, page 15, line 12 to page 17, line 36; and FIG. 2., #240) at a central website server for providing central website server system processing (*See, e.g.*, page 8, line 26; page 15, line 5), at least one convention activity policy (*See, e.g.*, page 41, lines 26-28) and convention content information for the at least one convention (*See, e.g.*, page 12, line 25 to page 14, line 3);

      b. means for receiving, from the at least one attendee client with a web browser computer (*See, e.g.*, page 4, lines 20-21; Abstract; and FIGS.1-2, #200, #250) at the central website server, a selection for convention content information of the at least one convention (*See, e.g.*, page 4, lines 24-29);

      c. means for processing the selection at the central website server by virtual convention website program instructions (*See, e.g.*, page 8, lines 31-34; page 15, lines 6-26; FIG. 4; and FIG. 2, #230, #400) using the at least one convention activity policy (*See, e.g.*, page 15, lines 26-32) to determine participation in convention activity and use of the convention content information in a virtual convention venue, a physical convention venue or

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any combination thereof (*See, e.g.*, page 15, lines 20-21; page 16, lines 32-34; page 17, lines 11-13; page 4, line 34 to page 5, line 1; and page 34, lines 26-29);

       d. means for processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate the navigational flow and use of the convention content information among an array of convention activity (*See, e.g.*, page 15, lines 20-26; page 29, lines 25-26; page 42, lines 9-29; page 15, lines 11-16; page 16, lines 25-29; page 17 lines 4-8; Abstract; and FIG. 2, #230, #400); and

       e. means for releasing from the central website server to the at least one attendee client the selected convention content information (*See, e.g.*, page 4, lines 27-29; and FIGS. 1-2, #200, #250).

Summary of the Invention

       In terms of the underlying equipment-network-software topology, the meeting planner client (or administrator), the exhibitor client, and the attendee client conduct the convention by *website program instructions on a central website*. This process is accomplished wholly with web browser software at each client end, *with the website program instructions on a central website*. The convention is conducted without the need to download or receive any specific and client-based conferencing software, such as is required by the system of the Salesky patent.

       The meeting planner client (or administrator) can also set convention operational control parameter rules to customize the operation or processing flow of the virtual navigational experience of the exhibitor clients or attendee clients. The present invention provides a precise technology, where the meeting planner client (or administrator) and the exhibitor client can *themselves* separately self-develop, encode and fully maintain, through central website database-server program instruction control, single or multiple-show or virtual convention website processes. The present invention further defines the technology behind how the end user clients of the convention or show process can interactively create and operate such websites.

       The present invention addresses the underlying technology for supporting the arrangement of integrated and centralized convention relationships or channels of multiple

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conventions (i.e., one-to-many and many-to-many) without the use of webmaster programmers or website development firms. These channels can be used for multiple-shows or conventions for an individual-show operator or a solitary non-profit association, or larger, a comprehensive-industry-wide website service, where all industry-wide shows and conventions (made up of single shows or conventions) are contained at a central website service site with relational database capabilities.

Prior to the Appellant's invention, no Internet-based application service provider ("ASP") or hosted systems existed that would permit meeting planners (or administrators) or tradeshow organizers within the meetings, convention and tradeshow industry, including exhibitors and attendees to: (a) interactively conduct purely 100% cyber-based conventions; (b) augment venue-based conventions with an Internet-based experience; and/or (c) host "combined" cyber- and venue-based conventions.

In addition, prior to the present invention, tradeshow websites were custom built by webmaster programmers for single-specific conventions. Meeting planners or tradeshow organizers within the meetings, convention, and tradeshow industries could not, themselves, interactively encode a relational database with functional descriptive material and operate single convention websites with solely web browser skills. Likewise, exhibitors within the meetings, convention and tradeshow industries could not, themselves, interactively encode a relational database with functional descriptive material and add virtual booths at a single convention website with solely web browser skills. Meeting planners, administrators, or tradeshow organizers could not, themselves, interactively create multiple or unlimited conventions at a website using relational database cross-referencing fields, thereby minimizing data entry tasks while maximizing attendee browsing functions based upon a wide array of functional descriptive material. Fundamentally, the meeting planners, administrators or tradeshow organizers could not interactively create, themselves, integrated centralized convention switches or channels in an end-user controlled framework. Exhibitors could not, themselves, interactively create and add virtual booths across multiple conventions within integrated centralized convention channels, thereby providing master purchasing agreement capabilities with the meeting planners, administrators, or tradeshow organizers.

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A significant technical problem associated with the prior art is loading and operating conventions, which has been solved by the present invention. In particular, the system and the method of the present invention implements numerous inventive steps, for example, facilitating how a meeting planner client (or administrator) interactively loads convention content information for a single convention, and for a plurality of conventions. There are significant and inventive steps not only in receiving and storing convention content information, but the control parameter rules of how a specific convention will operate. There are even more inventive steps directed to how a plurality of conventions are interactively loaded and provided in terms of the virtual convention experience for the attendee client.

In summary, the claimed invention solves many fundamental problems and introduces functions missing in early website-related prior art, and is a significant contribution to the state of the art with respect to conducting or augmenting a convention. The claimed invention provides a specialist website service technology, where a meeting planner client and an exhibitor client can, themselves, separately self-develop, pre-load and fully maintain, through central website database-server program instruction control, single or multiple-show, or virtual convention website content processes.

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

(a) *Is claim 1 anticipated under 35 U.S.C. §102(e) over United States Patent No. 6,343,313 to Salesky et al.?*

(b) *Is claim 39 anticipated under 35 U.S.C. §102(e) over United States Patent No. 6,343,313 to Salesky et al.?*

(c) *Is claim 40 anticipated under 35 U.S.C. §102(e) over United States Patent No. 6,343,313 to Salesky et al.?*

VII. ARGUMENT

The Salesky patent fails to disclose, teach, or suggest the limitations of independent claims 1, 39, and 40. In contrast to the claimed method and system, the Salesky patent fails to disclose a specialized website service or "ASP" model where the processing of the computer software program instructions is performed on the central website server, and those program instructions are configured to create content for use in a virtual convention

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venue, a physical convention venue, or a convention activity. The Salesky patent fails to disclose, teach, or suggest any such central website server configuration of the program instructions. As discussed below, the clients-in-parallel, shared-display communications webcast system, requiring conferencing software to be loaded on the presenter client computer and the attendee client computer, as described in the Salesky patent, cannot be equated to the Appellant's unaccompanied-clients-not-in-parallel website/ASP-based convention system driven by the program instructions residing solely at the central website server.

The Salesky patent discloses dissimilar elements and topologies in comparison to those set forth in the rejected claims. The employment of decentralized and unique communicants' machines with a relay and data block transformation software component, which are necessary elements of the system described in the Salesky patent, are not required for the presently claimed technology. For example, compare the "'communications server' [connecting] the 'source' and 'sink' client machines of the 'communicants' during a communication session" (*See* column 3, lines 56-58 of the Salesky patent) to the convention website program instructions on a central website server connecting *web-browser* clients of the claimed invention. The relay machine, a necessary relay software component with the formation of "client machines of the communicants," as required by the system of the Salesky patent, is neither necessary nor the same as the client workstations of the Appellant's claimed system. If one were to *eliminate any one of the unique relay machines* of the Salesky patent, a machine not found in the Appellant's claimed system, then the "computer conferencing system" technology of the Salesky system cannot work. Accordingly, the Appellant's claimed system is not comparable to the system disclosed in the Salesky patent.

Additionally, the Salesky patent discloses dissimilar applications in comparison to those under which the claimed system and method operate. For example, the Appellant's invention is contrary to the teachings of the Salesky patent, in terms of a centralized convention *hosting* application as opposed to a the decentralized *webcast* and data block transformation relay service application. There are significant dissimilar technologies involved with the *hosting* using website hosting policy-directed processing of convention activity of the present invention, as opposed to the "tightly bound" (*See* column 3, line 22 of the Salesky patent) webcast *communications* sessions.

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The Office Action, dated June 13, 2008, fails to disclose all of the limitations of claim 1 based upon the disclosure of the Salesky patent, resulting in a clear deficiency in establishing a case of anticipation of independent claims 1, 39, and 40.

(a)   **Claim 1**

The Examiner has failed to anticipate all of the limitations of independent claim 1 based upon the disclosure of the Salesky patent.

With respect to method step (a), cited section column 29, lines 62-63 of the Salesky patent is directed solely to system server command processes between the Meeting manager 32 process and the Server manager 36 process within and pertaining to the communications session server (CSS). The Appellant's process of online loading of "at least one convention activity policy and convention content information for the at least one convention" and "electronically storing in convention venue databases" by a "meeting planner client" is therefore not disclosed in the cited sections of the Salesky patent. In any case, steps (c) and (d) further make the distinction of the processing in terms of using the meeting planner-loaded convention activity policy to determine participation of the attendee in convention activity and use of the convention content information, *together with* differentiating the navigational flow and use of the convention content information at the website server among an array of convention activity. Neither this type of processing nor an array of convention activity pertaining to the CSS is disclosed anywhere in the Salesky patent.

The Examiner's reference to column 30, lines 15-24 (i.e., "potential conferee") pertains to the system command processes interconnected with the CSS of the Salesky patent. The Salesky patent discloses how the system therein first initiates a unique communicant's machine for the conferee with a relay and data block transformation software component in processing with and by the CSS. Although the communicant of the Salesky system starts as a web browser computer, this first-step initialization is mandatory for processing at the CSS. The Appellant's claimed meeting planner client and attendee client with web browser computers, together with the processing of the Appellant's method steps (c) and (d), distinguishes these elements and methods from those disclosed in the Salesky patent, where unique communicants' machines (operating elements) are necessary for the CSS processes of

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the Salesky patent. Additionally, column 29, lines 62-63 and column 30, lines 15-24 of the Salesky patent fail to disclose, teach, or suggest that the communicants' machines be un-initialized to a manner required to meet the steps set forth in independent claim 1.

With respect to the Examiner's reference to "(record a session for later playback, col 24, lines 66-67 - col 35, lines 1-10, and col 29, lines 34-37, several meetings of the Salesky patent)", the Appellant's claimed method of online loading of "at least one convention activity policy and convention content information for the at least one convention" and "electronically storing in convention venue databases" by a "meeting planner client" is not anticipated by the Salesky patent, as there is no loading of such a "convention activity policy" by a meeting planner client in the Salesky system.

The Examiner's reference to "(14, fig 1; col 9, lines 64-67, col 30, lines 15-24)" of the Salesky patent relates to decentralized synchrony processes in the system, with a relay and data block transformation software component. Again, method steps (c) and (d) of claim 1 of the present application, make the distinction of precise processing in terms of using the meeting planner-loaded convention activity policy to determine participation of the attendee in convention activity and use of the convention content information, *together with* differentiating the navigational flow and use of the convention content information at the website server among an array of convention activity. Thus, taken as a whole, the claimed method is different from the decentralized synchrony processes disclosed in the Salesky patent.

The Examiner's reference to "(17, 14, fig 2, col 8, lines 34-41)" of the Salesky patent is directed at locator services prior to connecting to conference server 14, however, at lines 42-43 it is indicated how the server provides information that "allows the attendee client conferencing software to start and to connect to conference server 14 itself." This is a two-step process in the Salesky system with the locator services, followed by the connection to the CSS. In contrast, the Appellant's claim process of "receiving, from the at least one attendee client with a web browser computer at the central website server" distinguishes this process from that set forth in the Salesky patent in that the terms "at the central website server" specifies a process wholly occurring "at the central website server."

The Examiner's reference to column 8, lines 34-45 pertains to the communications session handshake and the unique relay process of "Commands", "Pointer

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position", "Screen updates" and "Other services" of the system disclosed in the Salesky patent. The Appellant's limitation of "convention content information of the at least one convention" used in claimed step (b) and earlier stored in claimed step (a) in "convention venue databases at a central website server" distinguishes from the specialized-relay-process content information such as "Commands", "Pointer position", "Screen updates", and "Other services," which are passed through the CSS from-and-to the unique communicants machines for the conferees in the Salesky patent.

The Examiner equates step (e) of the present application to the disclosed aspect in the Salesky patent of "record presentation or lecture or video-mail (17, 14, fig 2, col 7, lines 10-20; col 8, lines 34-45)" and having a server provide information that allows attendee client conferencing software to start and connect to the conference. The description of FIG. 2, starts at column 8, line 30 of the Salesky patent, and includes the Examiner's referenced column 8, lines 34-41. This cited section is directed at locator services *prior to* connecting to conference server 14, then at column 8, lines 41-43: "allows the attendee client conferencing software to start and to connect to conference server 14 *itself....*" (emphasis added). The conference server 14 is providing to the conferee client 17 exactly what is shown in the flowchart box on FIG. 2 with the first arrow back from conference server 14 — where the box states: "Conferee computer initiates *system client software*". (emphasis added). The Appellant asserts that the "system client software" is as presented, and not extended in terms of the Examiner's notation "server provides *information* that allows attendee client conferencing software to start and connect to the conference". The "*selected convention content information*" of the Appellant's specification in step (e) of claim 1 is not the same or comparable to the "system client software" of the Salesky patent. Method step (a) of claim 1 of the present application requires that the "convention content information" is first uploaded by the "meeting planner client with a web browser computer," which distinguishes such content from the referenced non-uploaded "system client software" already stored on the CSS of the Salesky system, and further distinguishes such content from the referenced "record presentation or lecture or video-mail" up-loaded to the CSS by a unique communicants machine, after it has been first down-loaded and initialized with the "system client software". The Appellant's use of the claimed attendee client selection,

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together with the aspect of performing steps (c) and (d), distinguishes the "use of the convention content information" aspect with the two processes prior to step (e).

It is settled law that "[a] claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference." *Verdegaal Brothers Inc. v. Union Oil Co. of California*, 2 USPQ2d, 1051, 1053 (Fed. Cir. 1987). Based upon the above specified clear errors, the Appellant asserts that a proper anticipation rejection has not been established with respect to independent claim 1. It is therefore respectfully requested that the final rejection be withdrawn and that claim 1 be allowed.

(b)   Claim 39

The Examiner has failed to anticipate all of the limitations of independent claim 39 based upon the disclosure of the Salesky patent.

Claim 39 stands rejected for the same reasons as claim 1. The Appellant hereby asserts the arguments made above with respect to the rejection of claim 1 (with reference to like steps between claims 1 and 39). Accordingly, the Appellant respectfully requests that the final rejection be withdrawn, and that claim 39 be allowed.

(c)   Claim 40

The Examiner has failed to anticipate all of the limitations of independent claim 40 based upon the disclosure of the Salesky patent.

Claim 40 stands rejected for the same reasons as claim 1. The Appellant hereby asserts the arguments made above with respect to the rejection of claim 1 (with reference to like steps between claims 1 and 39). Accordingly, the Appellant respectfully requests that the final rejection be withdrawn, and that claim 40 be allowed.

VIII. CLAIMS APPENDIX

A copy of the claims, as presently pending, is provided in the Claim Appendix attached hereto.

IX. EVIDENCE APPENDIX

None

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X. RELATED PROCEEDINGS APPENDIX

None

CONCLUSION

In view of the foregoing, it is respectfully submitted that the rejections of independent claims 1, 39, and 40 under 35 U.S.C. §102(e) are improper. Accordingly, the Appellant respectfully urges the Board to reverse the Examiner's final rejections of the claims and remand the application to the Examiner with an instruction that a Notice of Allowance be issued.

A payment for $335.00 to cover the $270.00 37 C.F.R. § 41.20(b)(2) small entity fee for filing an Appeal Brief Under 37 C.F.R. § 41.37 and the $65.00 one-month petition for extension of time fee accompanies this Appeal Brief. The Commissioner for Patents and Trademarks is hereby authorized to charge any additional fees which may be required to Deposit Account No. 23-0650. Please refund any overpayment to Deposit Account No. 23-0650. An original and two copies of this Appeal Brief are enclosed.

Any questions regarding this submission should be directed to the Appellant's undersigned representative, who can be reached by telephone at 412-471-8815.

Respectfully submitted,

THE WEBB LAW FIRM

By_____
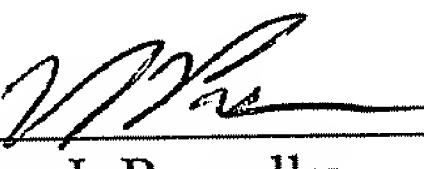
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CLAIMS APPENDIX

Claim 1 (Previously Presented): A method for conducting, augmenting or any combination thereof at least one convention on the Internet, by facilitating the exchange between at least one meeting planner client and at least one attendee client, the method comprising the steps of:

a. receiving, from the at least one meeting planner client with a web browser computer, and electronically storing in convention venue databases at a central website server for providing central website server system processing, at least one convention activity policy and convention content information for the at least one convention;

b. receiving, from the at least one attendee client with a web browser computer at the central website server, a selection for convention content information of the at least one convention;

c. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to determine participation in convention activity and use of the convention content information in a virtual convention venue, a physical convention venue or any combination thereof;

d. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate the navigational flow and use of the convention content information among an array of convention activity; and

e. releasing from the central website server to the at least one attendee client the selected convention content information.

Claim 2 (Previously Presented): The method according to claim 1 wherein the at least one meeting planner client with a web browser computer is a plurality of meeting planner clients with web browser computers.

Claim 3 (Previously Presented): The method according to claim 1 wherein the at least one attendee client with a web browser computer is a plurality of attendee clients with web browser computers.

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Claim 4 (Original): The method according to claim 1 wherein the convention content information is cyber-based.

Claim 5 (Original): The method according to claim 1 wherein the convention content information is one of cyber-based or venue-based.

Claim 6 (Previously Presented): The method according to claim 1 wherein the at least one convention is a plurality of conventions.

Claim 7 (Previously Presented): The method according to claim 1 further comprising, prior to step b), the steps of receiving at the central website server a search request from the attendee client for certain convention content information and releasing to the attendee client information satisfying the search request.

Claim 8 (Previously Presented): The method according to claim 1 further comprising, prior to step c), the steps of receiving at the central website server from the attendee client information necessary to register for the convention.

Claim 9 (Original): The method according to claim 1 further comprising the step of using attendee client information to alert attendee clients of future conventions that may be of interest to them.

Claim 10 (Previously Presented): The method according to claim 1 further comprising the step of receiving, from at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof, at the website server convention search, selection and registration information for at least one convention.

Claim 11 (Previously Presented): The method according to claim 10 wherein the at least one exhibitor client with a web browser computer, sponsor client with a

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web browser computer or any combination thereof is a plurality of exhibitor clients with web browser computers, sponsor clients with web browser computers or any combination thereof.

Claim 12 (Previously Presented): The method according to claim 10 further comprising the step of storing cross-referencing fields from the convention content information in a relational database to allow an unlimited number of exhibitor clients, sponsor clients or any combination thereof.

Claim 13 (Previously Presented): The method according to claim 1 further comprising the step of receiving at the central website server from the meeting planner client session content information.

Claim 14 (Previously Presented): The method according to claim 1 further comprising the steps of receiving at the central website server a request for certain client session content information from the attendee client for and releasing to the attendee client information satisfying the search request.

Claim 15 (Original): The method according to claim 14 wherein the session content information is cyber-based.

Claim 16 (Original): The method according to claim 14 wherein the session content information is one of cyber-based and venue-based.

Claim 17 (Original): The method according to claim 14 further comprising the step of providing attendee client participation in the session.

Claim 18 (Previously Presented): The method according to claim 1 further comprising the step of receiving at the central website server a search request from the attendee client for session information and releasing to the attendee client such information.

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Claim 19 (Previously Presented): The method according to claim 1 further comprising the step of receiving at the central website server from the attendee client information necessary to register for the session.

Claim 20 (Previously Presented): The method according to claim 1 further comprising the step of receiving, from at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof, at the website server exhibit content information including exhibit booth design and content.

Claim 21 (Original): The method according to claim 20 wherein the exhibit content information is cyber-based.

Claim 22 (Original): The method according to claim 20 wherein the exhibit content information is one of cyber-based and venue-based.

Claim 23 (Previously Presented): The method according to claim 20 further comprising the step of receiving at the central website server from the attendee client an exhibit booth selection.

Claim 24 (Original): The method according to claim 23 further comprising the step of releasing to the attendee client exhibit booth design and content.

Claim 25 (Previously Presented): The method according to claim 23 further comprising the step of receiving at the central website server from the attendee client information necessary to register for the exhibit booth selection.

Claim 26 (Previously Presented): The method according to claim 20 further comprising the step of receiving at the central website server from the attendee client a search request for certain exhibit booth design and content and releasing to the attendee client information satisfying the search.

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Claim 27 (Previously Presented): The method according to claim 20 wherein the at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof is a plurality of exhibitor clients with web browser computers, sponsor clients with web browser computers or any combination thereof.

Claim 28 (Previously Presented): The method according to claim 1 further comprising the step of receiving at the central website server from the meeting planner paper presentation content information.

Claim 29 (Original): The method according to claim 28 wherein the paper presentation content information is cyber-based.

Claim 30 (Original): The method according to claim 28 wherein the paper presentation content information is one of either cyber-based or venue-based.

Claim 31 (Original): The method according to claim 28 further comprising the step of releasing to the attendee client paper presentation content information.

Claim 32 (Previously Presented): The method according to claim 1 further comprising the step of receiving at the central website server from the meeting planner meeting proceedings content information.

Claim 33 (Original): The method according to claim 32 wherein the meeting proceedings content information is cyber-based.

Claim 34 (Original): The method according to claim 32 wherein the meeting proceedings content information is one of cyber-based and venue-based.

Claim 35 (Original): The method according to claim 32 further comprising the step of releasing to the attendee client meeting proceedings content information.

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Claim 36 (Previously Presented): The method according to claim 1 further comprising the step of receiving at the central website server from the meeting planner cyber broadcast content information.

Claim 37 (Original): The method according to claim 36 further comprising the step of releasing to the attendee client cyber broadcast content information.

Claim 38 (Previously Presented): The method according to claim 1 wherein the convention content information is convention and visitor bureau content information.

Claim 39 (Previously Presented): A method for conducting, augmenting or any combination thereof at least one convention on the Internet, by facilitating the exchange between at least one meeting planner client and at least one attendee client, the method comprising the steps of:

a. receiving, from the at least one meeting planner client with a web browser computer, and electronically storing in convention venue databases at a central website server for providing central website server system processing, at least one convention activity policy and convention content information for the at least one convention;

b. receiving, from the at least one attendee client with a web browser computer at the central website server, a selection for convention content information of the at least one convention;

c. receiving at the central website server from the attendee client information necessary to register for the convention;

d. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to determine participation in convention activity and use of the convention content information in a virtual convention venue, a physical convention venue or any combination thereof;

e. processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate

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the navigational flow and use of the convention content information among an array of convention activity; and

  f. releasing from the central website server to the at least one attendee client the selected convention content information.

  Claim 40 (Previously Presented): A system for conducting, augmenting or any combination thereof at least one convention on the Internet, by facilitating the exchange between at least one meeting planner client and at least one attendee client, the system comprising:

  a. means for receiving, from the at least one meeting planner client with a web browser computer, and means for electronically storing in convention venue databases at a central website server for providing central website server system processing, at least one convention activity policy and convention content information for the at least one convention;

  b. means for receiving, from the at least one attendee client with a web browser computer at the central website server, a selection for convention content information of the at least one convention;

  c. means for processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to determine participation in convention activity and use of the convention content information in a virtual convention venue, a physical convention venue or any combination thereof;

  d. means for processing the selection at the central website server by virtual convention website program instructions using the at least one convention activity policy to differentiate the navigational flow and use of the convention content information among an array of convention activity; and

  e. means for releasing from the central website server to the at least one attendee client the selected convention content information.

  Claim 41 (Previously Presented): The system according to claim 40 further comprising means for receiving, from at least one exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof at the

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central website server, convention search, selection and registration information for at least one convention.

Claim 42 (Previously Presented): The system according to claim 40 further comprising means for receiving from an exhibitor client with a web browser computer, sponsor client with a web browser computer or any combination thereof at the central website server, exhibit content information including exhibit booth design and content.

Claim 43 (Previously Presented) The method according to claim 1 wherein the convention activity is convention and visitor bureau activity.